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Date: 2/18/05

By:

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**Mail Stop RCE**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**In Re: Patent Application of Charles Eldering *et al.***

Conf. No.: 7576 : Group Art Unit: 2611  
Appln. No.: 10/068,771 : Examiner: HUYNH, SON P  
Filing Date: February 5, 2002 : Att'y. Docket No.: T742-10

Title: TARGETED ADVERTISING IN ON DEMAND PROGRAMMING

**AMENDMENT ACCOMPANYING RCE REQUEST**

This paper is being filed in response to the Final Office Action dated November 18, 2004. A Request for Continued Examination ("RCE") under 37 C.F.R. §1.114 is being filed herewith. This paper is being timely filed by virtue of the accompanying Petition for Extension of Time (two-months), which extends the period available for reply to and including February 18, 2005.

Please amend the above-identified patent application, without prejudice, as follows: